

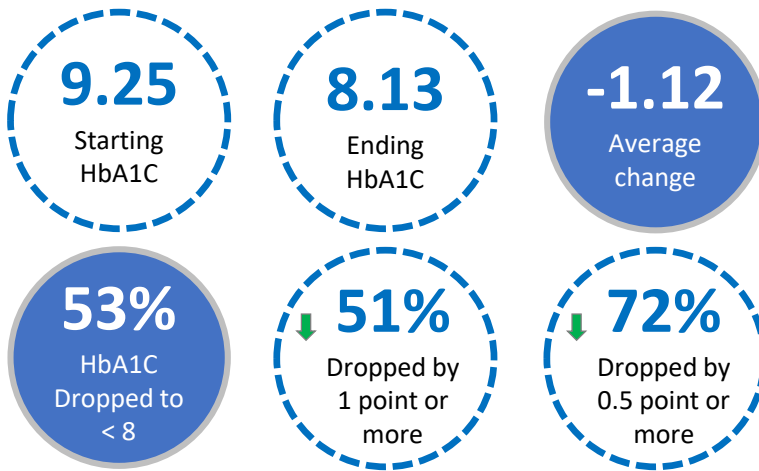


## HUMAN TOUCH, SCALED

### Improving the Health of People Living with Diabetes

## Improving Diabetes Health through Scalable, Personalized Coaching:

A Case study evaluating clinical data and behavior change of a Medicare population



### Key Points

- *HbA1c Analysis*
- *Number of patients = 85*
- *Average reduction of 1.12 points*
- *53% of patients reduced HbA1c under quality measure threshold*
- *Significant quality measure*

### Results

As part of the initial analysis, 85 participants had a clinically validated HbA1c measured of at least 6 months prior to program launch and 4 weeks after program close. 56 participants were enrolled for 3 months and 29 were re-enrolled for 6 months.

In the analysis this cohort, Cecelia Health continues to show success in enrollment, with an average for this cohort of ~35% of participants contacted successfully enrolled in the program. The participant population studied was 49% male, 51% female, with an average age of 69 years old.

For participants who started the program, identified as at-risk by their health insurance company (having an HbA1c greater or equal to 8%) The Cecelia Health program was able to move HbA1c levels to a manageable level (under 8 HbA1c) for 53% of patients. This directly correlates and relates to CMS guided HEDIS and STARs measures.

Participants who were enrolled in the program for 3 months achieved an average HbA1c improvement of 1.12%.

### Program Differentiators

- **Certified Diabetes Care and Education Specialists (CDCES)\*:** We provide specialized care vs. general nurses or wellness coaches.
- **Payer System Integration:** We complement and integrate with existing payer disease management efforts.
- **Convenient and Proactive:** We communicate with patients by phone, outbound calling at times convenient for them, including nights and weekends. Our techniques help patients become more proactive and engaged in self managing their diabetes.
- **Trust and Support:** Our CDCESs build rapport with their patients, uncovering barriers and addressing psychosocial issues that other providers cannot understand.
- **Personalized:** Everyone's journey is different. Our program is specific to each patient, not a one-size-fits-all model.
- **Detectives:** We find adherence barriers and address psychosocial issues that affect success.

\*A Certified Diabetes Care and Education Specialist (CDCES) is a licensed healthcare professional who has comprehensive knowledge and experience in diabetes prevention and management. CDCESs are clinicians who are dietitians, nurses, pharmacists or social workers who have passed the CDCES credentialing exam.

### Program Success Factors



Lowens HbA1c levels by  
**1.12 points** in members  
in the analysis



**35% Enrollment**  
Rate of identified patients into  
Cecelia Health Program





### Objective

The purpose of this analysis was to evaluate the short-term results of Cecelia Health, a technology enabled health coaching service, at improving HbA1c (Hemoglobin A1c) for a Medicare population with poorly controlled diabetes. Overall, this case study aims to highlight the importance of personalized coaching as a quality measure to improve patient HbA1c levels and decrease gaps of care which should decrease short-term and long-term medical costs. Cecelia Health’s personalized coaching service helps patients to understand their disease, connect patients with one-on-one support, and encourages self-management behaviors to promote self-care and healthy habits. The results generated from the analysis will provide sufficient evidence to verify that a scalable, personalized coaching method can help a health plan decrease HbA1c measures in a population and close gaps of care.

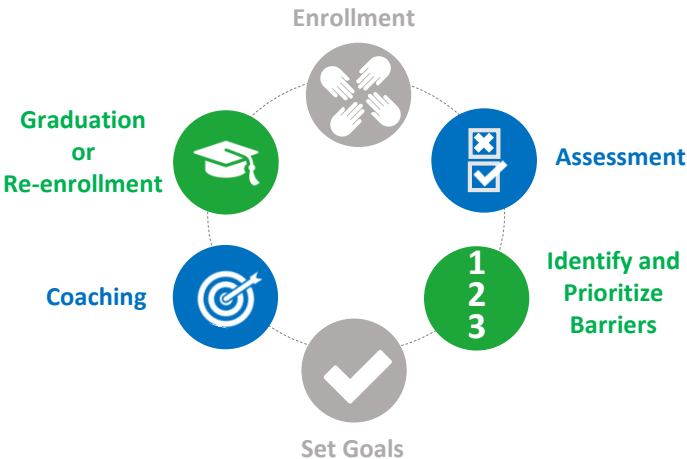
### Method of Participant Selection

Participants were from a single Medicare Advantage organization covering a large region of the United States. Members were automatically identified for the program if they met certain eligibility criteria including an HbA1c over (or equal to) 8 points. Once identified as at-risk and eligible for the Cecelia Health program, Cecelia Health initiated outbound contact to enroll interested members. Of the members identified as at-risk by the Medicare Advantage plan, Cecelia Health started the initial outbound engagement and successfully enrolled eligible patients. Of the members enrolled in the overall program, 85 patients were part of the analysis since they had clinically validated HbA1c samples before 6 months prior to program initiation and 4 months after program conclusion.

### Program Design

Once enrolled, participants were partnered with a certified diabetes care and education specialist (CDCES) who worked with the participant over a 3-6 month program to provide personalized, one-on-one support. These participants were coached by the same CDCES for the entire duration of the program. At program initiation, patients received an outbound call at their desired phone number from a certified Cecelia Health CDCES. During the initial call, Cecelia Health utilized a proven and repeatable process that drives enrollment success including but not limited to:

- A tone and demeanor to build engagement and foster a relationship.
- A set of questions to learn more about intrinsic patient motivators
- A focus on developing personalized individual goals and barriers to success by implementing SMART goals



Cecelia Health CDCES supported each participant by coaching them through personal barriers to adherence and health using member-preferred modalities (phone, email, text), where each participant received coaching and an education program specific to their needs. Through multichannel interactions, the CDCES focused on helping each participant overcome complex challenges to managing their diabetes. CDCESs collected comprehensive participant medical, health, and behavioral data as part of the coaching process to create a detailed assessment and care plan. The initial program was designed for 3 months as the optimal time to promote self-service behavior modification and goal-setting. After completion of the 3-month programs, participants had the option to enroll in another 3 months of coaching support. For patients who did not meet their goal but were actively engaged in the Cecelia Health program, were re-enrolled for a further 3 months.

*“You come home from doctor appointments and you’re trying to be really careful and do everything that the doctor told you, but then you start to drift and get away from all that you intended to do. Having these calls helps keep me on track.”*

- Enrolled Patient



### About Cecelia Health

Cecelia Health’s mission is to transform and improve the lives of people living with diabetes and chronic conditions worldwide. Cecelia Health delivers scalable and effective member programs through an optimized mix of its technology platform and human-based touch points. The Cecelia Health clinical team of certified diabetes care and education specialists (CDCESs) is comprised of nurses, dietitians, exercise physiologists, pharmacists, and social workers who are passionate about empowering people with diabetes to live rich, healthy and fulfilling lives.

Cecelia Health’s Fortune 500 clients include pharmaceutical, payer, provider and wellness companies. Cecelia Health has also engaged in joint initiatives with the Juvenile Diabetes Research Foundation, American Diabetes Association, and Diabetes Research Institute.

To learn how Cecelia Health’s value based services can improve the health outcomes and quality measures of your member population, visit us at [www.ceceliahealth.com](http://www.ceceliahealth.com) or email us at [info@ceceliahealth.com](mailto:info@ceceliahealth.com)

